

1 of 5

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

$$SC = *$$

Buyline Comment: RACHEL RAY

Station KSNV-TV LAS VEGAS, NV. Agency ( ) CAMPAIGN GROUP Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) AFSCME 1600 LOCUST ST Sales Office ( ) AMY MCCREARY  
 Product AFSCME PHILADELPHIA, PA 19102 Salesperson ( )  
 Estimate# Agency C/P1/P2/E Flight Dates 09/05/2012 - 09/10/2012 Salesperson Phone# 215-568-6540  
 Buyer LISA CABANEL Hiatus Weeks Salesperson FAX# 215-568-1845  
 Phone#  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	12P-1230P	NEWS	:30	\$425.00	09/05-09/07	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	12	M	12P-1230P	NEWS	:30	\$425.00	09/10-09/10	1	1	1	\$425.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	NEWS	:30	\$325.00	09/05-09/07	3	1	3	\$975.00	
				Buyline Comment: NEWS								
	14	W-F	2P-3P	DRS	:30	\$325.00	09/05-09/07	2	1	2	\$650.00	
				Buyline Comment: DRS								
	15	M	2P-3P	DRS	:30	\$325.00	09/10-09/10	1	1	1	\$325.00	
				Buyline Comment: DRS								
	16	W-F	3P-4P	DR. PHIL	:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00	
				Buyline Comment: DR. PHIL								
	17	W-F	4P-5P	NEWS	:30	\$700.00	09/05-09/07	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	18	M	4P-5P	NEWS	:30	\$700.00	09/10-09/10	1	1	1	\$700.00	
				Buyline Comment: NEWS								
	19	W-F	5P-630P	NEWS	:30	\$1,200.00	09/05-09/07	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	20	M	5P-630P	NEWS	:30	\$1,200.00	09/10-09/10	1	1	1	\$1,200.00	
				Buyline Comment: NEWS								
	21	SU	830P-930P	NEWS	:30	\$1,800.00	09/09-09/09	1	1	1	\$1,800.00	
				Buyline Comment: NEWS								



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 Agency ( ) CAMPAIGN GROUP  
 1600 LOCUST ST  
 PHILADELPHIA, PA 19102  
 Agency C/P1/P2/E  
 Flight Dates 09/05/2012 - 09/10/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	W-F	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/05-09/07	4	1	4	\$3,000.00	
	Buyline Comment: TONIGHT SHOW											
	30	M	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/10-09/10	1	1	1	\$750.00	
	Buyline Comment: TONIGHT SHOW											
	31	W-F	1235A-135A	LATE NIGHT	:30	\$425.00	09/05-09/07	4	1	4	\$1,700.00	
	Buyline Comment: LATE NIGHT											
	32	M	1235A-135A	LATE NIGHT	:30	\$425.00	09/10-09/10	1	1	1	\$425.00	
	Buyline Comment: LATE NIGHT											

---REPORT TOTALS---  
 Report Totals: 59 / \$48,050.00

---SALES MONTHLY TOTALS---

Sep 12: 59 / \$48,050.00  
 Sales Totals: 59 / \$48,050.00  
 Station Totals: 59 / \$48,050.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$184,808	CATV 0%	KBLR 0%	KINC 0%	KLAS 21%	KSNV 26%
		KTNV 15%	KTUD 0%	KVCW 2%	KVMY 1%	KVVU 35%
		XXXX 0%				

---COMPETITIVE COMMENTS---  
 SHARES ESTIMATED

Rep Order# 6849034 Ver# 5 Mod# 2 Status Confirmed Traffic Order# 106189 Printed: 09/06/2012 11:25 AM 5 of 5  
EC'd Yes Last Received: 09/04/2012 10:35 AM  
Showing Buylines: All Lines

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Books NOV12  
Demos RA35+

— CREDIT RISK —  
INSUFFICIENT INFO FOR CREDIT ASSESSMENT